



EBT WIRELESS PROJECT May 2010 Newsletter



DHS

From the Editor – Tracy Penick

Total Transactions	EBT Transactions	Total Sales on Wireless
2009 Total: 32,508	6009 (18.5%)	\$834,298
2010 Totals:		
January 243	38 (15.6%)	\$13,274
February 265	29 (10.9%)	\$15,027
March 401	52 (12.9%)	\$16,410
April 887	61 (6.88%)	\$41,118
YTD		
2010 Total 1,796	180 (10.0%)	\$85,829

April 2010 Facts:

Total sales for April this year were much greater than April 2009 (\$41,118 compared to \$28,492). This is an overall increase of 44%. For this April, there were a total of 887 wireless transactions. A year ago, there were 573 transactions.

Your sales for April 2010 are greater than any April since we've started this program! That is awesome! Thank you for all of your hard work in providing access to fresh food to the EBT families in Iowa.

In April 2010, there were 157,422 Food Assistance/EBT families in Iowa. \$44.1 million in benefits were issued in April to these families.

Here are other interesting facts regarding April sales:

There were 53 farmers/producers who were active during April. There were 17 farmers who had EBT sales. Ives & Bonnie Grossman – Grossman Meats had the highest number of EBT transactions in April, which was 9. Congratulations! And for the third month in a row, the farmer/vendor with the highest amount in EBT sales was Iowa Food Cooperative. Great job!

Important information concerning your Nurit machines

1. DHS wants to remind you that when you turn on your NURIT wireless machine and you see GPRS Providers screen, you **MUST** choose 2 Default NCC Prvd. If you don't chose option 2 your machine won't connect to the tower properly and your machine won't work right. If you are unsure when you turn on your machine if you chose option 2, then turn your machine off and then turn it back on choosing option 2.
2. If your machine is going to sleep, please follow the below instructions to turn off the Battery Saver:

- Go to Credit Sale screen
 - Push the red colored 'Menu cancel' key
 - Screen will say 'Enter Password' Remember, the password is always the current date mm/dd/yyyy or 05242010, hit enter after entering the date
 - You will now see 'Menu Screen'. Press 3 'Merchant Options'
 - Now push 5 for 'Battery Saver'
 - Now push 1 for 'Off'
 - The machine will ask 'Are you Sure?' Push green enter button for Yes.
 - You are finished! The machine will now stay on until you turn it off. Hit the menu cancel button until you see the Credit Sale screen
3. If you see a message at anytime wanting the Secret Appriva password, you need to call Total Merchant Services (TMS) Tech Support. That number is 1-888-848-6825. The good thing about the secret password is it only has to be entered into your machine once. The only reason that you would have to go through this process again is if you have to complete a download or we turn off your machine for the winter.
 4. If you are processing a transaction and it gets stuck you also need to call TMS Tech Support. Again that number is 1-888-848-6825. Appriva just moved to a new data center and they uncovered a bug in some of the Nurit 8000s. All that is required is an 'Application reset' and a 'Registration Secret reset' and TMS Tech Support will walk you through that process.

None of the above information affects our farmers that use the VeriFone machines.

Update on PCI Compliance Fee

DHS has received some updated information on the Payment Card Industry Data Security Standard or 'PCI DSS' fee. We were informed by Total Merchant Services (TMS) that the merchants would be assessed the \$4.95 monthly fee AFTER being live for 12 consecutive months. That still stands but the 12 consecutive month period starts counting on the original activation date. So if DHS shuts down your machine over the winter months the twelve months is still being counted. Of course, you won't be charged for that fee while your machine is down over the winter months but as soon as you are live again you will incur that charge.

What brought this to our attention is DHS noticed on the April statements that 5 of our farmers that had been shut down over the winter months were charged the \$4.95 PCI fee once their machine became live. After working with TMS on this issue, TMS will be making statement credits on the May statements for those 5 farmers. TMS has also agreed that since they gave us incorrect information on the PCI fee that none of the farmers in our program that were shut down over the winter months will be charged the \$4.95 PCI fee this year. But next winter when accounts are shut down and then brought back up in the spring the \$4.95 PCI fee will begin at that time.

DHS cannot reimburse you for this fee as it is not a direct cost for SNAP EBT. Federal rules prohibit DHS from paying this type of expense.

The PCI is a cost of doing business so please copy/keep your statements so that you can claim this cost on your income taxes. For more information on the 'PCI DSS' please go to www.compliancefacts.com for complete details on this program.

Downtown Des Moines Farmers Market

Kim and Tracy headed to the Downtown Des Moines Farmers Market on opening day, May 1st. It was exciting to see the huge crowds of people that were anxious for the beginning of the market season.



The Harvest Barn
Amy & Jason Boyer



Eden Natural
Nick Jones & Jim Thompson

Important - new phone number for Tracy

With the reorganization of DHS, Tracy has moved offices. Unfortunately with the budget crisis she was unable to move her current phone number. So effective immediately, Tracy's new phone number will be 515-281-4935.

Machines are coming live!

DHS has brought up 71 machines so far that were shut down over the winter months. DHS has worked very closely with TMS to make this a smooth process. We have hit a few bumps in the road but over all it has gone well.

If your machine is scheduled to be brought live in June, July or August, it is extremely important to remember a couple of key things when you receive your machine back:

- Charge your battery
- Run a test credit & debit transaction
- Call Tracy or Kim to run a test EBT transaction
- Batch out your machine
- Make sure you have paper rolls. Farmers with lower volume of sales should have 1-2 rolls of paper. The farmers with large volume of sales, you should have 3-5 rolls
- (NURIT machines only) It is important that you also complete the registration process to obtain your monthly statements on-line. You will need to go to www.gotomystatement.com and complete the registration process, which will include obtaining a user ID and a password. You will be asked to provide your merchant ID number (if you don't know your merchant ID # you can call Kim at 515-281-5410) and either your Federal Tax ID number or your bank account number for security purposes.

Customer Survey postcards

Are you running low on your supply of Customer Survey postcards? If so, please give Kim Jones a call and she will put some in the mail to you. Please place the survey cards in the sack of any customer, especially those who use a plastic card for payment.

Swapping out bad wireless machines

DHS has been working with Kim Lyons of Merchant Source to come up with a new plan of action for swapping out bad wireless machines. The plan that we had in place was not working as farmers were still calling Total Merchant Services (TMS) to swap out their machines instead of calling Tracy.

So **effective immediately**, if you call TMS and they tell you that your wireless machine needs to be replaced, you need to understand that the \$99 replacement fee will be deducted from your bank account. On the next monthly statement, you will see the \$99 charge for the new machine. **Please give Tracy a call and inform her that this has taken place.** When DHS pulls your monthly statement and we see the \$99 replacement fee, we will include the \$99 reimbursement along with your monthly reimbursement. It will be very **important** for you to keep enough money in your account as DHS will not reimburse for any non-sufficient funds fee.

Farmer Market Brochure from DHS

The Farmers Market brochures have been mailed out to all of the county DHS offices. It is important that you are at the markets that you told DHS that you would be at with your machines and signs as the Food Assistance families will be looking for you so that they can make purchases using their EBT cards. Please notify DHS if there are any changes in the farmers markets you will be attending this market season so that the change can be updated on the DHS website.

Ordering Supplies – Effective Immediately

Kim Jones will be mailing you supplies. If you need paper, battery, or cords, give Kim a call. Her email is kjones4@dhs.state.ia.us or phone at 515-281-5410.

Reminders:

1. Since we have so many new farmers, remember that you cannot ring up a sale for another vendor. You could lose your Food Stamp certification and be terminated from the Wireless Project.
2. Since you are paying for the commercial transaction fees, be sure to keep track of what you are paying so you can use those expenses as a tax deduction.
3. You cannot set a minimum purchase amount. If an EBT household wishes to purchase \$.50 in onions, you do need to process the transaction. Same for any debit or credit transaction.
4. Hot foods and hot drinks (cocoa, coffee, and tea) cannot be purchased with SNAP EBT benefits.
5. If your machine quits working, be sure to call Tracy right away! Or if you need help during the weekend, you can call 1-888-848-6825 phone number on the side of your machine.
6. Call Kim if you need any supplies such as paper rolls, power cords, or battery.

7. The second battery that we provide to you was purchased by DHS. If you ever need to return your wireless machine, be sure to keep one battery, carrying case and signs.
8. **Charge your batteries before market.** You should always have a charged battery, ready to go for market. If a battery is not holding a charge, contact Kim for a replacement.
10. Please make sure to keep the original box that your machine came in as it contains the Sim card, which is needed to identify your machine if you have to call TMS.

Help Desk

We are here to help you!

When you have questions about:

- **Participating in the Wireless project or reimbursement questions? Call Tracy Penick at 515-281-4935.**
- **What you can sell to EBT customers, or being authorized to accept EBT? Call USDA/FNS at 515-284-4035.**
- **Food Assistance eligibility? Call Tom Wakefield at 515-281-6820.**
- **Supplies – call Kim Jones at (515) 281-5410**